

WA STATE DES CONTRACT HOLDER

MARKETING & COMMUNICATIONS CAPABILITIES

Launch Industries holds an active Washington State Department of Enterprise Services (DES) Marketing & Communications contract. State and local agencies can procure our services directly without a separate competitive bid process, at rates pre-negotiated through WA-DES competitive bidding.

CONTRACT SNAPSHOT

Vendor

Launch Industries LLC
Seattle, Washington

Contract Vehicle

WA DES Marketing & Communications

Contract #

20422

Contract Type

Competitively Bid
Contract active through 2/28/2029

Principal

Monica Colgan, Founder

Get in Touch

hello@launchindustries.biz
(206) 552-0380

SERVICES COVERED UNDER THE DES CONTRACT

- **Advertising & Marketing Campaigns:** Full campaign strategy which includes creative development, photography, videography, media placement, public relations, community outreach, multicultural audience engagement.
- **Brand Development:** Brand strategy, visual identity systems, messaging frameworks, and brand guidelines for public-facing programs and agencies.
- **Graphic Design:** Print and digital design, infographics, event materials, signage, reports, and accessible visual communication.
- **Community Engagement:** Culturally responsive outreach, focus group facilitation, and equity-centered audience engagement for diverse communities.
- **Content Creation:** Copywriting, data-driven narrative, and translation and localization for public communications.
- **Research & Analysis:** Audience research, data analysis, message testing, and post-campaign measurement and reporting.
- **Equity & Culture Strategy:** Culturally informed communications strategy for BIPOC, multilingual, and underserved Washington communities.
- **Project Management:** End-to-end oversight from brief through delivery, with dedicated project and senior project managers on every engagement.

DID YOU KNOW?

WHY PROCURE THROUGH THE DES CONTRACT

NO BID REQUIRED

State and eligible local agencies can engage Launch Industries directly. The competitive procurement has already been completed by WA-DES on your behalf.

TRANSPARENT RATES

All hourly rates are pre-approved and published. No negotiation, no surprises. See page 3.

EQUITY-CENTERED

Deep expertise in multilingual, multicultural, and equity-centered communications for Washington State's diverse communities.

FAST TO ENGAGE

Skip the months-long solicitation process. Contact us, scope the work, issue a PO against the contract, and start within days.

CATEGORY 1: ADVERTISING & MARKETING CAMPAIGNS

- Strategic marketing plans and campaign briefs
- Multichannel paid and organic campaign execution
- Community outreach and partnership coordination
- Multilingual and culturally adapted campaign materials
- Focus groups, surveys, and message testing
- Post-campaign analytics and performance reporting
- Screener and recruiter support for research panels

CATEGORY 2: BRAND DEVELOPMENT

- Brand strategy and competitive positioning
- Logo and visual identity system design
- Brand guidelines and usage documentation
- Messaging frameworks and voice guidelines
- Equity and culture integration into brand language
- Research-informed audience and stakeholder analysis

CATEGORY 5: GRAPHIC DESIGN

- Print and digital design: reports, brochures, signage
- Infographics and data visualization
- Event and outreach materials
- Accessible design (WCAG-compliant deliverables)
- Social media graphics and digital assets
- Brand-consistent templates for internal teams

ALL ENGAGEMENTS INCLUDE

- Dedicated project or senior project manager
- Written scope of work before any billable hours begin
- Regular status updates and milestone reviews
- File handoff in agency-preferred formats
- Revision rounds per agreed scope
- Compliance with WA state accessibility standards

01

Intake & Scope

We meet with your team, define objectives, deliverables, and timeline. Written scope issued within 3 business days.

02

Purchase Order

Your procurement team issues a PO against DES Contract #20422. No competitive bid, no RFP, no additional solicitation required.

03

Execute & Deliver

Work begins immediately. You receive regular updates, milestone deliverables, and a final package in your preferred format.

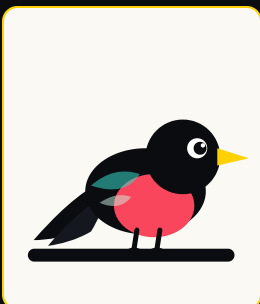
04

Invoice & Close

We invoice against the PO at approved DES rates. All billing is transparent, itemized by role and hours, tied to deliverables.

COOPERATIVE PURCHASING WHO CAN USE WA-DES CONTRACTS?

Washington State's cooperative purchasing program is open far beyond state agencies. If your organization qualifies, you can procure through Contract #20422 without your own competitive bid process. Eligible entities include:



State Agencies

Counties

Cities & Towns

School Districts (K-12)

Educational Service Districts

Community & Technical Colleges

Public Universities

Federally Recognized Tribes

Port Districts

Fire Districts

Library Districts

Water & Utility Districts

Housing Authorities

Non-Profit Organizations

Federal Agencies

Oregon ORCPP Members

A Contract Usage Agreement (CUA) with WA-DES is required before first use. There is no cost to sign a CUA. Contact us and we will help you verify eligibility and get set up.

CATEGORY 1: ADVERTISING & MARKETING CAMPAIGNS

Hourly Billable Rate to Commerce

Community Engagement Specialist	\$100.00	Project Manager	\$100.00
Creative Copywriter	\$100.00	Screeener / Recruiter	\$100.00
Data Analyst & Writer	\$100.00	Senior Project Manager	\$150.00
Equity & Culture Analyst	\$150.00	Senior Researcher	\$150.00
Facilitator	\$300.00	Translator	\$100.00
Graphic Designer	\$100.00	Videographer	\$100.00

CATEGORY 2: BRAND DEVELOPMENT

Hourly Billable Rate

Community Engagement Specialist	\$100.00
Data Analyst & Writer	\$100.00
Equity & Culture Analyst	\$150.00
Graphic Designer	\$100.00
Senior Project Manager	\$150.00
Senior Researcher	\$150.00

CATEGORY 5: GRAPHIC DESIGN

Hourly Billable Rate

Community Engagement Specialist	\$100.00
Data Analyst & Writer	\$100.00
Equity & Culture Analyst	\$150.00
Graphic Designer	\$100.00
Senior Project Manager	\$150.00
Senior Researcher	\$150.00

Rates Are Non-Negotiable on This Contract

These rates have been pre-negotiated with the Washington State Department of Enterprise Services (WA-DES) as part of our ongoing 3-year Marketing & Communications contract, awarded through a competitive bidding process. All hourly rates above are fixed for the contract period and apply to all work procured under Contract #20422.

BOOK AN INTRO CALL

We'd love to chat! Scan the QR code (or click to book if you're reading this online), and we'll talk through your project, timeline, budget, and provide a quote within 2 business days.
calendly.com/launchindustries/introductory-meeting

SCHEDULE →

